

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
 Order / Rev: 715990
 Alt Order #: 6333223
 Product Desc: FRIENDS OF C MACK
 Estimate: 501
 Flight Dates: 09/25/12 - 09/28/12
 Original Date / Rev: 09/24/12 / 09/24/12
 Order Type: Political

WTLV-TV
 Primary AE: Jim Quinn
 Sales Office: T-PHI
 Sales Region: NAT

Agency
 Name: McLaughlin & Associates/ POL
 Buying Contact:
 Billing Contact:
 566 South Route 303
 Blauvelt, NY 10913

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Mack, C/ R / Senate
 Demographic: A65+
 Product Codes: IS-Candidate/US Senate
 Priority: P-1
 Revenue Codes: AGY, GEN, POL

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/28/12	15	\$8,110.00	\$6,893.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	15	\$8,110.00	\$6,893.50	0.00
Totals	15	\$8,110.00	\$6,893.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	09/25/12	09/26/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	-TW----	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TW----		2				\$425.00		0.00			
E 2	WTLV	09/27/12	09/28/12	Today Show M-F 7-9am (7:00 AM-8:00 AM)	CM	7a-9a	---TF--	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---TF--		2				\$375.00		0.00			
E 3	WTLV	09/25/12	09/25/12	Today Show M-F 7-9am (8:00 AM-9:00 AM)	CM	7a-9a	-T-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----		1				\$400.00		0.00			
E 4	WTLV	09/25/12	09/27/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	-T-T---	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-T---		2				\$80.00		0.00			
E 5	WTLV	09/25/12	09/28/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	-T--F--	:30	2	\$475.00	P-1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T--F--		2				\$475.00		0.00			
E 6	WTLV	09/26/12	09/27/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	--WT---	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WT---		2				\$1,000.00		0.00			

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WTLV	09/25/12	09/25/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	-T-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/24/12	09/30/12	-T-----		1		\$1,000.00		0.00					
E 8	WTLV	09/27/12	09/27/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	---T---	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/24/12	09/30/12	---T---		1		\$1,200.00		0.00					
E 9	WTLV	09/25/12	09/27/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T-T---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/24/12	09/30/12	-T-T---		2		\$400.00		0.00					
													Totals	15	\$8,110.00